MULTIMEDIA UNIVERSITY

STUDENT IDENTIFICATION NO

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# MULTIMEDIA UNIVERSITY

# FINAL EXAMINATION

**TRIMESTER 3, 2016/2017**

## BMK3164 – Industrial Marketing

(All sections / Groups)

2nd JUNE 2017
3.00 pm- 5.00 pm
(2 Hours)

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**INSTRUCTIONS TO STUDENTS**

1. This question paper consists of **TWO (2)** printed pages with **FIVE (5)** questions.
2. Answer **ALL** the questions.
3. Answer in the answer booklet provided.

**Answer ALL FIVE (5) questions.**

**Question 1**

State **TWO (2)** differences between direct and indirect distribution channels, and describe the key functions of distribution channels.

(20 marks)

**Question 2**

As a young entrepreneur you plan to start an on-line T-shirt business. In this context what are the factors you would consider for starting your **E-Business**.

(20 marks)

**Question 3**

The product positioning process comprises of 6 steps. List and discuss briefly the **SIX (6)** steps in the product positioning process, with relevant examples.

(20 marks)

**Question 4**

There are inherent differences between goods and services. Discuss the **FOUR (4)** unique service characteristics and its marketing implications, with relevant examples.

(20 marks)

**Question 5**

Value-based pricing strategies seek to move the selling proposition from one that centers on current prices and individual transactions to a longer-term relationship built around value and lower total cost. Explain how a firm can conduct a value-based pricing approach.

(20 marks)

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